

**Subject:** CCA Delivers: Transportation Summit, Housing & Land Use Committee and more  
**From:** "Central City Association" <toh@ccala.org>  
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**July 20, 2017**  
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- Transportation Summit:  
Downtown Mobility in the Digital  
Age
- Housing, Land Use and  
Development Committee
- Camden's *Industrial* Project

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**CCA EVENTS**

Wednesday, 7/26, 5:30 p.m. - 8:30 p.m.  
Elected Officials Reception  
La Plaza de Cultura y Artes

**MEMBER EVENTS**

Thursday, 7/20, 6 p.m. - 10 p.m.  
WeWork Long Beach Launch Party

Friday, 7/28, 11:30 a.m. - 1:30 p.m.  
Rotary LA5 Presents A Fireside Chat with  
Jessica Lall and Bruce Corwin

Saturday, 8/5 - Sunday, 8/6  
Angel City Brewery's 5th Annual Avocado Fest

Sunday, 8/6, 7 p.m.  
Assemblymember Miguel Santiago's Summer  
Movie Night - Despicable Me 3

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Friday, 7/21, 10 a.m. - 11:30 a.m.  
WORKING GROUP: Generative Building

COMMITTEE: DTLA 2030

## Image

*Greg Lindsay, New Cities Foundation; Ashley Hand, CityFi; Jessica Lall, CCA; Martha Saucedo, AEG; Joshua Schank, Metro; Marcus Welz, Siemens*

# Transportation Summit: Downtown Mobility in the Digital Age

CCA members and their guests gathered at the **Millennium Biltmore** today to learn from experts on what the future holds for mobility in Downtown L.A. and throughout the region.

**Ashley Hand** of CityFi moderated an engaging discussion with **Greg Lindsay**, New Cities Foundation; **Marcus Welz**, Siemens; and **Joshua Schank**, Metro. The panelists represented views from across industries and institutions, including the public sector, private sector and the intersection of the two.

Panelists covered a range of policies and initiatives that will change the mobility landscape in DTLA. Major topics for discussion were the shift away from car ownership toward "mobility as a service" and connected infrastructure, as well as the hurdles public transit needs to overcome to be competitive with driving. Other topics included: congestion pricing and other demand management tools, the importance of policy to support and enable technology, how equity is addressed, and innovations being implemented by Siemens and other businesses at the cutting edge of transportation technology.

The meeting showcased a variety of businesses

and institutions working to improve mobility in Los Angeles, including Zipcar, which operates car-share vehicles throughout the city and around the country; AECOM, which displayed its work on hyperloop technology with a virtual reality demonstration; Metro Bike Share, which is currently expanding its bike share network in Pasadena and other locations in LA County; and Green Commuter, which operates an electric-vehicle vanpool and a micro-transit service in Downtown.

Thanks again to the **Millennium Biltmore** and our moderator, panelists, showcase presenters and sponsors, and CCA members and guests who made this event a success. We look forward to working with our partners in the public and private sectors to build a Downtown where mobility works for everyone.

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## Housing, Land Use and Development Committee

At this week's Housing, Land Use and Development Committee, members heard about the Cecil Hotel renovation and received policy updates on the Rent Stabilization Ordinance (RSO) and the proposed Value Capture Ordinance.

- The Cecil Hotel was recently purchased by Simon Baron Development. They [plan](#) to restore the building to its historic grandeur, modernize mechanical, electrical and plumbing systems and do a seismic retrofit. The hotel will retain its

current 600 rooms and be used for tourist and residential uses. Construction is expected to begin in early 2018. CCA members voted unanimously to support the project.

- The City's Housing and Community Investment Department (HCID) provided an [overview](#) of recent changes to the RSO regarding replacement unit requirements. The most significant change will impact new residential development that is removing RSO units from the market. A project will now have to replace all new units as rent stabilized or provide 20% of the total new development as affordable units for 55 years at 80% AMI or below.
- City Planning presented on the proposed Value Capture Ordinance, which affects Conditional Use Permit (CUP) and Public Benefit (PUB) projects that request a density bonus over 35%. Upon approval of the ordinance, these projects would have affordability requirements that scale up as the density bonus grows. It is intended to close a loophole left open by Measure JJJ so that projects receiving density bonuses provide affordable housing regardless of the process they use (SB1818, zone change or general plan amendment, CUP, etc.). The ordinance originally included new rules for Eldercare facilities, but these requirements have been eliminated from the updated draft.

CCA thanks **Daniel Freedman**, JMBM; **Anna Ortega**, HCID; and **Matt Glesne**, City Planning, for their presentations and remarks.

## Camden's Industrial project

CCA recently spoke in support of member **Camden's Industrial** project, which will activate a cold-storage site in the Arts District. Their City Planning Commission hearing is on August 10 at 8:30 a.m. If you would like to join CCA in supporting the project with a letter or verbal testimony, please contact Joanne Danganan at [jdanganan@ccala.org](mailto:jdanganan@ccala.org) or (213) 416-7511.

### CCA Members in the news

""This goes beyond getting another project approval. This will be the standard in how you build communities and create housing without creating additional emissions." - Emile Haddad, CEO, Five Point Holdings  
LA Business Journal. [Massive Newhall Ranch Project Wins Approvals](#). July 18, 2017.

"The 975-foot tower, designed by CallisonRTKL, would replace a surface parking lot with frontage on James M. Wood Boulevard and Figueroa Street."  
Urbanize LA. [L.A.'s Future 3rd Tallest Tower Targets 2020 Groundbreaking](#). July 14, 2017.

"Westwood and downtown-based boutique law firm Liner plans to merge with industry behemoth DLA Pipe."  
LA Business Journal. [DLA Piper Absorbs Liner Firm and 60 L.A. Attorneys](#). July 20, 2017.

"An enclosed glass slide-designed to withstand winds up to 110 mph and an 8.0 magnitude earthquake-hangs off the side of the US Bank Tower in Downtown's Financial District neighborhood."  
Curbed LA. [US Bank Tower's SkySlide: Take a video tour of the glass slide](#). July 17, 2017.

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